

es PRODUCTS
& BRANDS



brc THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA

TECHNICAL REPORT

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1. Introduction

The collection of data for the BRC Products and Brands Module (PB) commenced on 5 January 2018, with self-completion booklets being placed with respondents until 28 June 2018.

The aim is to provide South African media owners, marketers and advertisers with critical up-to-date branded information, linked to the depth of media and demographic information provided by the Establishment Survey.

The survey consisted of a self-completion booklet that was left behind with willing respondents after the Establishment Survey (ES) interview was completed. As per the ES, all respondents were individuals aged 15 years and older and are representative of the adult South African population.

The respondent had seven days in which to complete the booklet before the interviewer returned to collect it.

The Jan-Jun 2018 PB data will be released in October 2018 in conjunction with ES data from the same period of fieldwork.

2. Definition of terms

Proportionate sampling (Establishment Survey)

The ES sample is drawn in direct proportions to the South African population in terms of province and area type, in order to preserve the purity and stability of the population data. No disproportionate sampling will be implemented, which ensures that the sample in every six-month data period is proportionate to major conurbations, as well as province.

Disproportionate sampling (Products & Brands Module)

In disproportionate sampling, the allocated sample size per stratum does not match the proportion of that stratum in the population. This type of sampling is very common as it offers many advantages in terms of cost. This requires the results to be adjusted so that the correct profile is re-established, through weighting some strata up or down. For PB, disproportionate sampling is used, with a higher (disproportionate) allocation to Metro areas.

Please refer to the Establishment Survey technical report for all further terminology definitions.

3. The Products and Brands sample

The sample size for the Jan-Jun 2018 Products & Brands Module is 3,154 interviews. This is a sub-set of the 12,535 respondents who form the Jan-Jun 2018 ES sample.

Respondents who completed the ES interview were given the opportunity to complete the PB self-completion booklet.

It is important to note that the PB respondent was the same respondent who completed the ES interview.

No gender or other quotas were applied when selecting PB respondents.

The PB sample was drawn using the same strata as ES which uses province and area type as explicit variables. Disproportionate sampling was, however, used for the PB sample, with the PB sample re-proportioned to 70% Metro and 15% respectively for Urban and Rural.

For a complete detailed explanation of the ES sampling approach, please refer to the Establishment Survey Technical report.

4. Interviewer training

Before the start of fieldwork, face-to-face briefings were conducted with all interviewers working on PB. These briefings were held across the country with all regional field managers, field managers, supervisors and interviewers.

All interviewers are supplied with interview instructions and a mock booklet to refer to in field.

The interviewers are assigned areas they are familiar with and are therefore able to relate to respondents and properly engage with them in their preferred language.

5. Survey technique

The Products & Brands booklet

The PB booklet was designed to be focused, user-friendly and quick to complete. Product inclusion was driven by TV and radio adspend, and encompasses products that impact the majority of South Africans. These products, as well as the corresponding brands, were approved by a panel of industry stakeholders.

Categories covered

A broad range of categories is covered:

Retail stores
Financial services
Automotive
Telecommunications
Leisure and travel
Appliances in home
Home care
Personal care
Beverages
Food
Media

Products covered

The booklet includes questions relating to the usage of the following products:

Brand usage

Funeral insurance
Life insurance
Short-term insurance
Medical aid
Cars
Cellphones
Mobile network providers
Toothpaste
Hand and body soap
Toilet paper
Large kitchen appliances
Electronic goods
Airlines

Brand usage



Most often brand

Retail stores
Banking
Loyalty programmes
OTC medication
Non-carbonated soft drinks
Whisky/brandy/vodka
Rice/maize/pasta
TV channels
Video streaming services
Radio stations

Frequency of product usage



Brand usage

Fuel
Deodorants
Skin care
Shampoo/hair care
Make-up
Carbonated soft drinks
Milk
Tea
Instant coffee
Beer/cider
Bread
Condiments/spices/sauces
Spreads
Canned food
Breakfast cereals
Chilled processed meats
Washing powder
HH cleaners
Dishwashing liquid
Restaurants/fast food outlets

Limited brand lists focused on key brands for easy completion by respondents

Methodology

The placement of the PB self-completion booklet was done at the end of the ES interview. Booklets were placed with ES respondents who agreed to complete the booklet.

After seven days, the interviewer returned to the household to collect the completed booklet.

There were two rotations to the booklet, to minimise question order bias.

6. Quality control

Interviews are back-checked independently of the field teams. Back-checks are done telephonically or face-to-face.

7. Sample weighting

After data collection, the data is appropriately weighted, to align the sample with the target population as closely as possible.

The PB data is weighted to match the data released by IHS. The data is weighted on both an individual and a household level.

The following variables are used to weight the data on an individual level:

- Province
- Area type
- Race
- Gender
- Age

The following variables are used to weight the data on a household level:

- Province
- Area type
- Race

Random Iterative Method (RIM) weighting is applied. RIM weighting uses a mathematical algorithm to balance the required weighting variables with predetermined totals.

It weights the specified variables simultaneously and disturbs each variable as little as possible. This in turn protects the integrity of the data and supports the precision of research estimates.

8. Household and Individual weighted questions

As a general guide, it is suggested the following PB questions are to be run using Household weights:

- Q5. Financial Services: Short-term insurance used
- Q8. Automotive: Cars in household
- Q32. Home care: Washing powder (frequency of use and brands used in home)
- Q33. Home care: Dishwashing liquid (frequency of use and brands used in home)
- Q34. Home care: Household cleaners (frequency of use and brands used in home)
- Q35. Home care: Toilet paper (brands used in home)
- Q37. Appliances: Large kitchen appliances in household
- Q38. Appliances: Electronic goods in household

All other questions are to be run using Individual weights.

9. Reporting

Jan-Jun 2018 results are available via dashboards and a launch deck on the BRC website.

Furthermore, the data is released to the industry through Third Party Software Providers, approved by the BRC.